



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-60 (GP-064-08-US)**

Applicants: **Alexander Paul CAROBUS et al.**

Serial No.: **10/699,607**

Filing Date: **October 31, 2003**

Title: **SERVING CONTENT TARGETED ADS IN E-MAIL, SUCH AS E-MAIL  
NEWSLETTERS**

Examiner: **Not yet assigned**

Group Art Unit: **2177**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

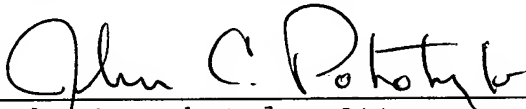
Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R.

§§ 1.97(b)(3). **Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

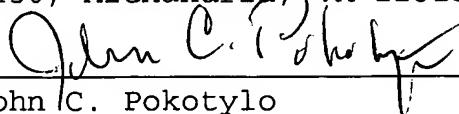
Dated: February 23, 2005

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **February 23, 2005** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo

36,242  
Reg. No.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

U.S. Department of Commerce  
Patent and Trademark OfficeComplete if Known**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
(use as many sheets as necessary)

Application Number: 10/699,607  
 Filing Date: October 31, 2003  
 First Named Inventor: Alexander Paul CAROBUS  
 Group Art Unit: 2177  
 Examiner Name: Not yet assigned  
 Attorney Docket No.: Google-60 (GP-064-08-US)

Sheet

2

of

2

**OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AB	Acey, Madleine, "Web ads that hit the button, Broker dynamically targets news content," FTMarketWatch, (May 10, 2001), 2 pgs.	

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.